



**Total Names: 5,500,000**  
**0-12 months: 5,500,000**



**Background**

A brand new compiled list from more than one source of insurance renewal dates of both motor and household policies. The list comprises of over 5 million records across the UK and is available to third party advertisers with virtually no market sector restrictions. The list has also been appended with other useful selections for greater targeting. Whilst a definite must for other insurance offers, the list is a viable option for mail order companies to target active consumers that own their own cars and houses and are the heartland of British consumerism today.

**Key Characteristics**

- Highly Selectable
- MPS Screened
- File refreshed quarterly
- Mail Order Responsive
- 100% Fully Post-coded



**Profile**

A near even split of males and females who tend to have a higher than average disposable income and are generally homeowners.

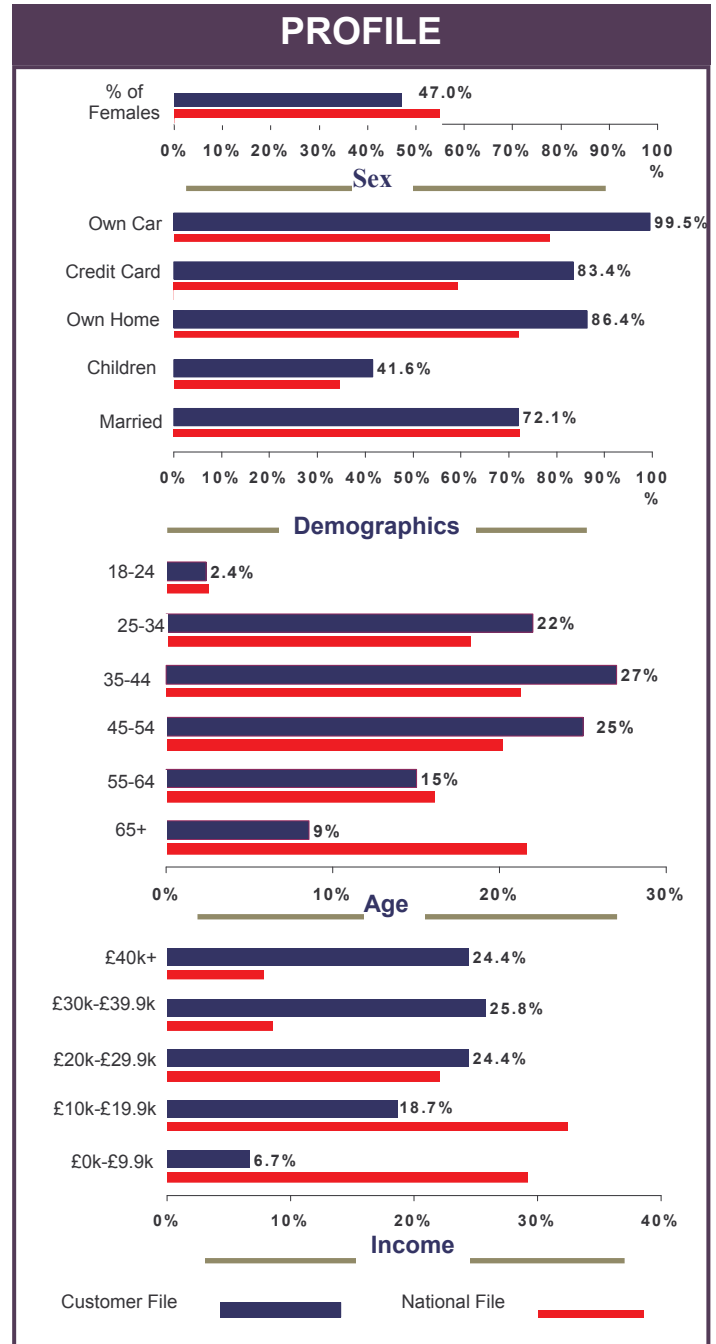
**Lifestyle Analysis**

Using detailed profiling and analysis techniques we are able to establish high lifestyle scores in:

- Wines
- Gardening
- Shopping by catalogue
- Keep fit
- Cooking
- Fashion
- Sports
- Books
- Collectables
- Gardening
- Eating out



Due to the high volumes and selectability, this unique file offers mass market coverage whilst providing high levels of targeting. A must for your next campaign.



**Call Steve or Ben**  
**now for details on: 01256 692372**  
**Or e-mail: [sales@tri-direct.co.uk](mailto:sales@tri-direct.co.uk)**



# LIST RATES & ORDERING INFORMATION

## Renew

### RATE & VOLUME

- Actives
- Enquirers
- AcceleRATE per 100,000 records

### Prices per 1000 Ex VAT

£100.00  
£80.00  
£8,500

### SELECTIONS

- Gender
- Geographic
- Date of Birth
- Insurance Renewal Month
- Car data i.e Make or Model
- 1 in N

£15.00  
£15.00  
£15.00  
£20.00  
£15.00  
Free of Charge

### PRODUCTION CHARGES

- Run on charge
- Email
- Diskette
- Iomega Zip Disk
- FTP
- DAT 8 (4mm)
- Delivery – 5 working days

£10.00/000  
£30.00 per order  
£25.00 per order  
£25.00 per order  
£20.00 per order  
£25.00 per order  
£40.00 per order

### GENERAL

- Minimum order 5,000 records
- Net names on 20,000 plus. Actual volume mailed to be notified within 3 months of order delivery, or the net name agreement becomes null and void
- File held randomly
- MPS Screened every 28 days
- List owner warranty no. applied for
- 15% commission to recognised DMA (UK) brokers unless otherwise agreed
- All orders can only be accepted under our terms and conditions, which are available on request.
- The above details are correct at time of print, however please contact our sales team to confirm rates prior to placing an order.

**Updated 18/10/2006**